

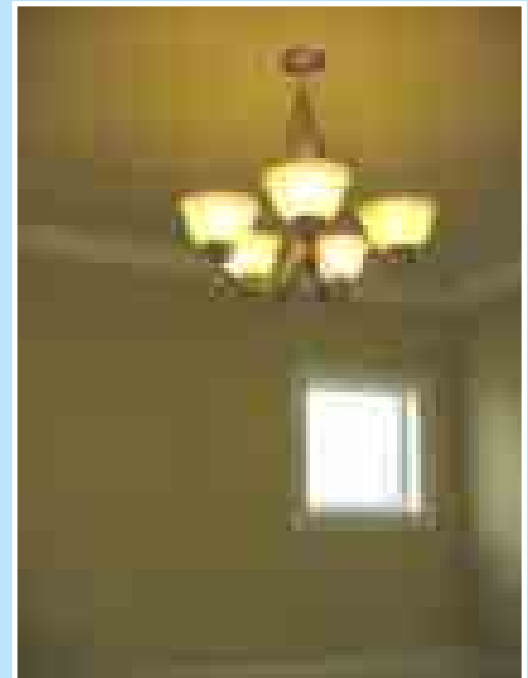


**ENERGY STAR®**

Residential Lighting Program

## Building ENERGY STAR Fixtures into Pacific Northwest Homes

- Puget Sound Energy
- Tacoma Power
- Snohomish PUD
- Seattle City Light



PUGET SOUND ENERGY



Seattle City Light



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Residential Lighting Program

## Program Overview

- Initiative to introduce ENERGY STAR fixtures into the Puget Sound Area construction market
  - Started with Utility discussions
  - Program built from 2003 showroom pilot
    - Manufacturer buy down, joint promotion, utility incentives
- Today's program targets builders and their supply chain
  - Coordinated efforts among four Puget Sound Area Utilities
  - Covers approximately 2 million residential customers



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## Program Design

- Leverage existing relationships and channels
  - Homebuyers go to showrooms/Electricians to Distributor
  - Utilize existing data collection process
- Simple for builders to participate
  - No paperwork, Use existing Channels, Requirement- ENERGY STAR
- Consistent program guidelines, incentives and requirements across utility service territories
- Increase product availability and adoption
  - Showroom/Distributor and Manufacturer participation
- Increase builder awareness



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## Specific Program Elements

- Only one level of incentive (\$20)
- “Instant” rebate at point of purchase
  - Immediate discount at the showroom/distributor for builders
- Open to all showrooms & electrical distributors
- One program administrator
  - Established relationships with all the players
  - Facilitates Utility Coordination
  - One stop shopping for the manufacturers and showrooms



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## Program Challenges

- Awareness of ENERGY STAR lighting in construction channel non-existent at program inception (showroom & builders)
  - Familiar with Utilitarian fixtures
  - Perception that decorative Fixtures were not attractive
- Product availability and ENERGY STAR awareness still not consistent among showrooms
- Hot real estate market
  - Difficult to reach the builder & implement Model Home Coop
- Coordination among multiple regional efforts (ENERGY STAR, Built Green, etc.)



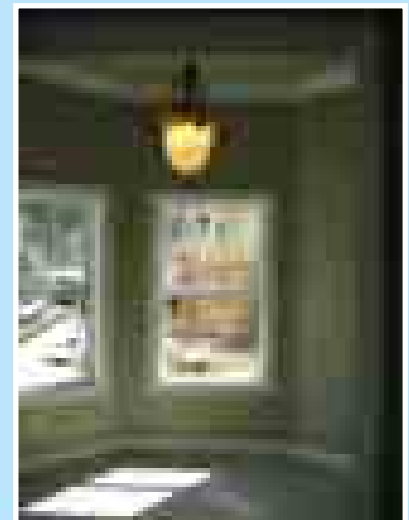


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## Program Successes

- Increased ENERGY STAR fixture sales
- Successful partnerships – Most showroom and distributor partners are participating
- ENERGY STAR fixtures installed in high-end homes as well as starter homes
- Committed utility program partners
- Energy savings!





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## Lessons Learned

- Committed, long-term, region-wide utility support is needed for success-
  - Need to support partner investments (product/training/displays)
- Maintain consistency in program requirements & administration
- Training and technical support for builders and partners is essential (Opportunity for joint development)
- Coordinate efforts
- Look for Champions – they make all the difference
- In the absence of “Codes” – No Title 24
  - ENERGY STAR Homes requirement includes lighting
  - Builders need assistance to meet requirements



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